



Tryon & Heideman L.L.C.
EXECUTIVE SEARCH CONSULTANTS

**Proposal
for
Executive Search Services**

**EXECUTIVE DIRECTOR
KANSAS HEALTH POLICY AUTHORITY**



April 2006

Introduction

Tryon & Heideman's experience is that the most successful searches evaluate what a candidate has done and, most importantly, how they have done those things – their style.

Experience and style are also important criteria to evaluate in the choice of a search firm. This proposal outlines our methods and the characteristics we've listed below best describe our style. When you evaluate both, we believe you'll choose Tryon & Heideman as your partner in this critical responsibility.

Dual Sourcing Experience

Unlike many not-for-profit search consultants, Katey Tryon and Mary Heideman both personally conduct corporate and not-for-profit searches. The Kansas Health Policy Authority (KHPA) will benefit from our contacts, search experience and ability to source candidates in both worlds. We can offer KHPA a fresh, informed perspective on what candidates from the healthcare industry or tax exempt backgrounds would bring to the Executive Director's role.

Personal Commitment

We choose to limit the number of searches we conduct so both partners will be "hands on" throughout this search assignment. KHPA's search will not be one of 100 current assignments at Tryon & Heideman. Both partners will personally conduct interviews and reference checks, versus delegating those critical tasks to less experienced junior-level associates. KHPA will receive the individualized expert focus that your highly visible assignment deserves.

Fresh Perspective

Tryon & Heideman's Midwest perspective is a valuable tool in developing open, candid relationships with clients and candidates. The benefit to KHPA is a pragmatic, team approach to identifying the best candidates and streamlining the entire process.

Qualifications

Tryon & Heideman, LLC was founded by Katey Tryon and Mary Heideman to focus exclusively on retainer executive search consulting. Owners Katey Tryon and Mary Heideman collectively have over 40 years of experience in recruitment and over 20 years specifically in tax exempt recruitment. Today, Tryon & Heideman works with numerous associations, as well as for-profit corporations, both nationally and internationally.

Our clients have one thing in common. They come to Tryon & Heideman for the personalized touch and outstanding results they can't get from a typical search firm. Or, in the words of one Search Committee member, "Universally, those who you have touched in the organization come away with glowing comments about you. Your tenacity in pursuing all possible candidates and ideas has been impressive and far beyond our expectations . . . you have lived up to your billing, and then some."

Approach to the Search

KHPA is like no other organization. The Kansas Health Policy Authority was formed to develop and maintain a coordinated health policy agenda that combines effective purchasing and administration of health care with health promotion oriented public health strategies. The efforts of KHPA are intended to improve the health of the people of Kansas by increasing the quality, efficiency and effectiveness of health care services and public health programs. Our success in executive search starts with understanding your unique organization and the effect that has on the Executive Director's role.

Once we more fully understand these things, we can then "cast a wide net," identifying potential candidates. Consistently adhering to criteria KHPA has developed for the position, we narrow the field of candidates to present an array of strong, qualified individuals who also match the *values and style* of your organization. Concurrently, we will work with the Search Committee to develop a timetable for the search and offer suggested interview formats. Finally, we will act as the Search Committee's advisors in the total process.

During the search we will:

- ◆ Facilitate a session with the Search Committee to establish *consensus* on the complete hiring criteria and profile.
- ◆ Conduct a professional, confidential and thorough search of qualified candidates in the field. This includes actively seeking out potentially qualified passive candidates (those that may not be looking), as well as evaluating the candidates' match for the position.
- ◆ Consistently assess both internal (if applicable) and external candidates. This process includes evaluation of candidates' written responses to criteria related questions, telephone interviews and face-to-face interviews. In addition, we recommend *multiple* interviews with the Search Committee and position related exercises. We have incorporated testing into the evaluation process, based on our clients' requests.
- ◆ Prepare a review of qualifications on the top candidates for the Search Committee and retain an outside national agency to conduct criminal, credit and educational verifications. We would recommend that the Search Committee interview 3-5 candidates. We will personally conduct professional references and prepare thorough documentation for the Search Committee on all final candidates.
- ◆ Advise KHPA in developing the complete compensation package, including salary, benefits and relocation (if required).
- ◆ Develop, in consultation with the Search Committee, a plan to transition the executive into KHPA.
- ◆ Facilitate a session to determine the new Executive Director's objectives and recommend a process for evaluation.

Work Plan

PROPOSED PROCESS		SUMMARY OF DELIVERABLES	PROPOSED TIMELINE
I. Recruitment Profile	<ul style="list-style-type: none"> Conduct interviews with key constituencies identified by the Search Committee. 	Summary for Search Committee	Week 1
	<ul style="list-style-type: none"> Facilitate a session with the Search Committee, reviewing the effect of current and future objectives on requirements for the Executive Director. 	Hiring Criteria	Week 2
	<ul style="list-style-type: none"> Develop a salary range in consultation with KHPA leadership. 	Salary Range	
	<ul style="list-style-type: none"> Establish optimum schedule for the search and updates for Search Committee, based on the established timeline (email updates every 3 weeks and conference calls at key decision points). 	Search Action Plan	Week 2
	<ul style="list-style-type: none"> Review job description and hiring criteria, and develop a position overview of the Executive Director position for KHPA. 	Position Overview	Week 2
	<ul style="list-style-type: none"> Design the KHPA information packet to be used with potential candidates. 	Candidate Information Packet	Week 3
	<ul style="list-style-type: none"> Based on the criteria, identify initial target organizations and individuals. 	Approved Recruitment Profile	Week 3
	<ul style="list-style-type: none"> Draft recruitment profile (Position Overview) to be approved by the Search Committee. 		
II. Seek Qualified Candidates	<ul style="list-style-type: none"> Search out qualified candidates through our network of contacts. 	Acknowledge Resumes	Weeks 4 - 8
	<ul style="list-style-type: none"> Contact passive candidates in targeted organizations and roles. 	Summary of Resumes Received	
	<ul style="list-style-type: none"> Utilize posting services of national or regional organizations and advertise, if appropriate. 	List of Postings and Announcements	

Work Plan *(continued)*

PROPOSED PROCESS	SUMMARY OF DELIVERABLES	PROPOSED TIMELINE
III. Candidate Evaluation <ul style="list-style-type: none"> • Conduct thorough credential screening. • Obtain written responses to criteria related questions. • Conduct multiple phone and face-to-face interviews with the most qualified candidates. 		Weeks 9 - 11
<ul style="list-style-type: none"> • Retain outside agency to conduct credit and criminal background checks and educational verification. 	Status of Background Checks	
IV. Preparation of Assessors <ul style="list-style-type: none"> • Review hiring criteria and techniques for evaluating those criteria. Assist in developing a targeted interview process, including a potential rating process for the interviews. 	Evaluation Guide for Targeted Selection Interviews	Two weeks prior to interviews
<ul style="list-style-type: none"> • Review legal issues in the interviewing process. 	Summary of Legal Issues	
V. Interviews <ul style="list-style-type: none"> • Conduct position related reference checks on final candidates. • Prepare and submit thorough documentation to the Search Committee on final candidates, including resumes, responses to questions, candidate profiles and references. • Facilitate testing, if appropriate. 	Written profiles and references for each candidate Summary of Results	Week 12
<ul style="list-style-type: none"> • Schedule and coordinate a multi-stage interview process with Search Committee. 	Interview Schedules	
<ul style="list-style-type: none"> • Facilitate interviews and discussion of candidates. 		
VI. Negotiation <ul style="list-style-type: none"> • Assist in developing the offer package. 		Timing based on interviews
<ul style="list-style-type: none"> • Facilitate the offer and any subsequent negotiations, including transition time. 		
VII. Closure <ul style="list-style-type: none"> • Advise candidates not offered the position. • Facilitate meeting to establish goals and method of evaluation for new Executive Director. 	Thank you letters sent Documentation of Meeting	Approximately 3 months after the Executive Director begins

Professional Fees and Related Expenses

Fees

Because of KHPA's tax exempt status, we will offer a discount from our customary fee of 30%. The following represents the discounted rate.

Tryon & Heideman, LLC has established a fee of 27% of the first year's assured cash compensation to complete this search.

Retainer billing is \$7,500 upon initiation of the search and \$7,500 per month until the assignment is completed or the professional fee is paid in full.

Any difference between the total fee and the retainers previously paid will be due upon completion of the search.

Expenses

Actual out-of-pocket expenses are billed monthly, at cost. These expenses include telephone, travel, criminal and credit checks, Internet postings/advertising and overnight delivery. The major expense variable is travel and will depend on the number of candidates considered/screened prior to interviewing and frequency of Search Committee meetings. KHPA will authorize travel and advertising, providing for cost control.

Guarantee

Tryon & Heideman guarantees that if, for any reason, the successful candidate leaves your organization within one year of his/her start date, we will conduct another search to replace that individual at the cost of expenses only.

Cancellation

The search may be terminated at any time and the only obligation KHPA would have is at an hourly rate of \$185 for time expended, plus expenses accrued through the date of cancellation notice.

The Tryon & Heideman Team

If chosen, the following seasoned professionals would be entrusted with the task of searching for the new Executive Director and Chief Executive Officer of KHPA:

Katey Tryon

Katey has over two decades of experience in executive search and human resource management and numerous accolades to her credit. Her background includes stints as a Vice President at R.H. Macy's & Company, Inc., Lawrence Leiter & Company and as Managing Principal of Executive Search for DeFrain Mayer. Katey started Tryon & Heideman, LLC, a Kansas City based executive search firm dedicated exclusively to the practice of retained executive search. Clients include AwwaRF in Denver, CO; the Water Environment Federation in Alexandria, VA; the Medical Society of the State of New York in Lake Success, New York; and Sprint and Hallmark in Kansas City. At Tryon & Heideman, Katey brings an enthusiastic, approachable style.

Mary Heideman

Mary has 20+ years of experience in human resources, including executive recruiting in a corporate environment, as well as executive search. Mary knows not-for-profits from a unique perspective, based on her prior employment with the American Management Association. Her experience in corporate recruiting and as a retainer executive search consultant adds to her expertise in evaluating a wide variety of candidates. When founding Tryon & Heideman, Mary brought a strong commitment to communicating to the client a sense of the "real person" behind the resume. Mary has worked with the National Association of Public Health Statistics and Information Systems in Silver Spring, MD; Sedgwick County in Wichita, KS and Lexmark in Lexington, KY.

Sherri Bryant, Director of Operations

Sherri has 15 years experience in directing the office operations of a human resource consulting firm. Her expertise in using the Internet is valuable in targeting candidates. Sherri is detail oriented and creative.

References

Search Committees who have used Tryon & Heideman include:

Bill Buchanan
Sedgwick County Manager
Search for Public Health Director
Wichita, KS
(316) 660-9393

Bob Auray
Chief Elected Officer
Search for President International Warehouse Logistics Association
Des Plaines, IL
(914) 572-3015

Wally Bishop
Chief Elected Officer
Search for CSE American Water Works Association Research Foundation AwwaRF
Denver, CO
(925) 688-8034 (Contra Costa, California)
OR
Rob Renner
Chief Staff Executive
(303) 347-6150 (Denver, CO)

Tax Exempt Search Experience

Representative clients include:

American Academy of Facial Plastic & Reconstructive Surgeons
American Association of Critical-Care Nurses
American Nurses Association
American Planning Association
American Public Works Association
American Society of Plastic Surgeons
American Society of Radiologic Technologists
American Water Works Association Research Foundation
Association for Systems Management
Center for Management Assistance
Children's TLC
Community Associations Institute
Flexographic Technical Association
Illinois League of Financial Institutions
Industrial Supply Association
Infectious Diseases Society of America
International City/County Management Association
International Crane Foundation
International Nortel Networks Meridian Users Group
International Right of Way Association
International Society of Arboriculture
International Warehouse Logistics Association
Medical Society of the State of New York
National Apartment Association
National Association of College and University Attorneys
National Association of Educational Buyers
National Association of Public Health Statistics and Information Systems
National Association of Store Fixture Manufacturers
National Athletic Trainers Association
Ohio Library Council
Society for Competitive Intelligence Professionals
Tau Kappa Epsilon
Water Environment Federation

Corporate Search Experience

Representative clients include:

Alex Masson, Inc.
Americo
Atchison Casting Corporation
Bass Pro Shops
Business Men's Assurance Co. (BMA)
Capitol Federal Savings & Loan
Case Corporation (CNH)
Coca-Cola Bottling of Mid-America
Columbia Gas Transmission Company
Fairbanks, Inc.
First Federal Bank
Fred Pryor Seminars
Global One
Growing Family, Inc.
Hallmark Cards
Hamilton Fixture
Harte-Hanks Newspapers
Hay Group
Isco, Inc.
Koch Industries
La Petite Academy
Leggett & Platt, Inc.
MAC Equipment, Inc.
MGP Inc
Milliman & Robertson
National Information Consortium
Olsson Associates
Shook Hardy & Bacon
SBC Yellow Pages
Sprint
Sprint PCS
Yellow Corporation

We appreciate the opportunity to propose our services and look forward to working with the Kansas Health Policy Authority on this search assignment.

Respectfully submitted,

A handwritten signature in cursive script that reads "Katey Tryon Mary Heideman". The signature is written in a single line and is positioned above the printed names of the signatories.

Katey Tryon

Mary Heideman

KT/MH/slb